

Los Angeles, Queen of the Golden Southwest

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admired are those built in the so-called "Mission" style, and the modified Moorish types, with soft-hued "plaster" exteriors, red tiled roofs, quaint balconies and flower-grown patios, or inner courtways. This class of houses, ever on the increase, gives a distinctive touch to the appearance of the city, and one charmingly in keeping with the southern climate.

It is impossible to speak of Los Angeles without at least referring to climate. Southern California climate is a subject that has been pretty well "done," and yet climate is the logical starting point for an analysis of Los Angeles' tremendous growth, present prosperity and brilliant prospects. Climate made the orange grow here, and the orange turned the eyes of the world toward this part of California. A wonderfully fascinating thing to the uninitiated, that golden fruit. Thus climate brought the home-seeking capitalist and the home-making rancher. Through them, and therefore through climate, all the other great resources that have since made the region what it is, and that nourish its great, vital city of today, were developed. Climate brought the sick man in the first place, to be cured, and he advertised the country well; but if there had not been vital natural resources here to be developed and lived on, the sick man alone could not have made Los Angeles. Persons afar off are sometimes wont to "knock" the city on the score that its chief industry is fleeing the "delicate tourist," but the latter, while he still finds abundant solace here, long ago ceased to be a factor in the life of Los Angeles.

CLIMATE ALWAYS GOOD SUMMER AND WINTER

Little need be said of the world famous winter climate of the Los Angeles territory. The palm trees, the banana clumps, the eaves-high geraniums, the millions of roses and billions of other sweet flowers that reach their perfection here in mid-winter, together with glimpses of merry Christmas frolickers in the surf at the beaches, are a sufficient suggestion to the imagination of any intelligent person.

But a large proportion of the outside public is still unenlightened as to the delights of a Los Angeles summer. There is an average difference of only fifteen degrees between the temperature of January and July. The lack of moisture in the air minimizes the effect even of this difference; and as inevitably as the noon of a summer day passes, the cool trade wind wafts in from the Pacific, thwarting any ill design the sun may have had, and rendering the nights delightfully "sleepable."

These facts put to rout the contention, advanced by many people who do not know, that because the winter climate of this region is so mild, the summer must necessarily be hotter than—well, than the hottest place we have any account of. Nature hasn't worked out the problem of climate on that basis around Los Angeles.

Many Summer Visitors.

For Los Angeles is not a dull place in midsummer, as are so many cities of its size, and larger. While its people are fond of the mountains and the sea, and families flock to the resorts for the recreations that go hand in hand with summer the world over, the same business bustle hums right along in the crowded downtown streets. There is little relaxation of business. There is no reason for it to relax; for once again the city is full of visitors. Where the eastern tourists swarmed in mid-winter, residents of the interior of California and of Nevada, Arizona, New Mexico and along the edge of Texas pass and repass, and make considerable sojourns in the metropolis shopping and sightseeing en route to and from the adjacent seaside resorts that so delight the heart of the inland dweller when summer is upon his land in all its might. The number of these visitors is remarkable, and they swell the city population to practically its normal proportion and stimulate business throughout the period when inland cities are depleted.

Nor have busy men any reason to desert the business district for more than over night and over Sunday, for with the quick electric service between the city and even the farthest of the resorts, and the remarkable tolerance of the weather, they can "run out" to their pleasure-taking families in the evening and back to their desks in the morning with the utmost ease, spending just time enough to glance comfortably over the evening paper on the way out and the morning paper on the way in. These busy resort communities really are a part of the great central community of Los Angeles, intimately connected with it by the perfect system of steel and electric nerves, muscles and arteries called the "interurban car lines," so that they draw their sustenance and vitality, in a large degree, from this cen-

tral body. Thus the busier they are, the busier Los Angeles is supplying them with the necessities of life. The city's population, even when it goes "a-summering," never really changes its base of supplies. Truly, it may be said that there is no closed season in the business hunting ground of Los Angeles.

Magnificent Trolley Service.

Next to the primal advantage of climate—which includes location—the greatest advantage possessed by Los Angeles as a residence city, and the most potent factor in its life as developed by man, is this tremendous system of urban and interurban electric railways, built and controlled by progressive men of immense financial resources, led by H. E. Huntington, the well known railway magnate. The local electric transportation system is said to be the finest possessed by any city in the world.

Los Angeles sits on its commanding slope and gentle hills like a giant spider, if so homely a simile may be allowed, reaching out multitudinous limbs—to the top of the mountains, down to the seashore, and far up the rich valleys on either hand. Under the end of each of these out-thrown tentacles is a large, prosperous community; and along their lengths intermediate communities are strewn so continuously that they join the city almost as one.

All car service in Los Angeles is electric. There are 250 miles of electric car lines within the city limits, and 500 miles of track, operating and building in the out-reaching interurban system. These outside lines operate immense modern cars, some of them geared to travel sixty miles an hour; and the roadbeds are as heavy and fine as those of the most modern steam roads. The run to Long Beach, for instance, a distance of twenty-two miles, is made in thirty-five minutes, including all stops and the slowness in getting out of the city made necessary by the crowded condition of the streets. All suburban cars of the Pacific Electric and the Los Angeles Interurban companies start from a magnificent union depot that occupies the ground floor of the immense building erected by Huntington at Main and Sixth street. This lavishly appointed electric railway depot is fitted up as a community within itself, with drug store, cigar and news stands, restaurant, cafe and bar, jewelry store, ladies rest room, information bureau and spacious waiting room. The departure of trains is announced through a huge megaphone.

PROSPEROUS SUBURBS REACHED BY TROLLEY

From the business heart of the city these cars radiate to the wealthy and beautiful suburban city of Pasadena, the winter home of scores of eastern millionaires, ten miles distant at the foot of the Sierra Madre; to the old Mission town of San Gabriel and the pretty little cities of Alhambra and Monrovia, sixteen and eighteen miles away in the orchard-embowered San Gabriel valley; southeasterly eight miles to Whittier; up to Mount Lowe, 6,000 feet above sea level; to Glendale, in the great strawberry region of Hollywood, in the Calhoun valley, six miles out; and down by the sea through many intervening communities to Santa Monica, Ocean Park, Playa del Rey, Redondo, Long Beach, San Pedro, Huntington Beach (thirty-three miles distant) and Newport, the seaport of Orange county. San Pedro, Redondo, Pasadena and the twin communities of Ocean Park and Santa Monica are each reached by two different electric routes, making a pleasant diversity for the traveler.

In the matter of steam transportation, also, Los Angeles is most fortunate. One of the most important events that ever "struck" the city was the opening of the new Clark railroad from Salt Lake City. This point need not be dwelt on—Salt Lake appreciates it, from a fellow feeling on the subject. Beside this new link, Los Angeles is connected with the east by three other transcontinental arteries, the El Paso and the Ogden routes of the Southern Pacific, and the Santa Fe direct to Chicago. It has quick communication with San Francisco and farther north by two separate routes of the Southern Pacific and by the express steamers of the Pacific Coast Steamship company and the Merchants' Independent line.

The electric roads employ 3,000 men who reside in the city, and pay out here \$150,000 a month; the steam roads employ 4,800 men, resident in the city, and disburse \$600,000 monthly.

Admirable School System.

No city in the United States is better equipped for the education of its children. This is no small consideration to persons looking for a home location. Los Angeles has sixty-three public school buildings, including a state normal school, a classical and a commercial high school in separate buildings, and a truly magnificent Polytechnic High school now under course of construction in Barnard park, that is to cost tens of thousands of dollars. Seven hundred and seventy-seven teachers are enrolled on the public school roster of the city. There are ten prominent private schools, some for boys and others for young ladies, and two colleges. There are 168 churches of all denominations in the city, and many of these buildings are architectural works of art. A park itself, Los Angeles is

nevertheless additionally embellished by a system of public parks unsurpassed in attractiveness. There are sixteen of these beauty spots, one of them embracing 500 acres and another 3,000 acres. The latter is a magnificent tract of hill and valley lying just outside the city limits on the north, reached by a boulevard. It is left in its natural woodland state. It was donated to the city, and is the largest municipal park in the world.

Los Angeles is justly famous for its hotels. The city entertains thousands of critical people from all over the world every year, and to provide for their comforts has meant the erection of many luxurious hostels. Such hotels as the Lanker-shim, Angelus, Van Nuys and Westminster would be hard to surpass in appointment and service. These down-town hotels are impressive steel frame structures from six to nine stories high, while the select family hotels that overlook the parks and outlying districts are built for the most part in graceful Spanish and Moorish styles. A magnificent new steel frame hostelry of over 300 rooms, to be known as the Blicke-Rowan Hotel, is under course of construction at the corner of Spring and Fifth streets.

Brilliantly Lighted Streets.

The streets of Los Angeles are splendidly lighted, and at night the city presents a brilliant appearance. It was the first municipality in the United States entirely to abandon gas for electricity for street lighting. As seen from the surrounding heights at night, the sight is a lovely one. It is like looking over a deluge of white stars just fallen to earth—and apparently still falling, as the clusters of lights held high against the sky on the immensely tall poles in the residence districts catch the eye.

Broadway, one of the great business thoroughfares, is now lighted for fifteen blocks by clusters of incandescents glowing beneath beautiful ground glass globes mounted on fancy iron chandeliers eight feet high, that are planted at intervals along the curbs. The property owners and business men of this thoroughfare paid for the chandeliers and the installation of the system while the city pays the lighting bill. At night this broad street is a brilliant boulevard, where thousands promenade. Spring and Hill streets are soon to inaugurate the same splendid lighting system.

Los Angeles is the commercial metropolis of a region extending from Fresno, in California, on the north, down into the great mining regions of the northern states of Mexico, and east and northeast through southern Nevada, Arizona and New Mexico. This vast region which it supplies is as yet only in the infancy of its development. The plan of government irrigation on the Lower Colorado River, known as the "Yuma project," alone means a great deal to Los Angeles commercially. About 100,000 acres of fabulously rich agricultural land is to be opened to settlement and cultivation there; and these new communities will be directly tributary to Los Angeles.

CITRUS FRUIT CAPITAL OF SOUTHERN CALIFORNIA

Almost as rich as gold mines are the combined orange and lemon orchards of Southern California, and Los Angeles is the capital of this, the world's greatest citrus fruit region. It is the clearing house, as it were, through which this enormous business passes. During the past year 27,000 carloads of oranges were shipped from California, exclusive of the fruit consumed here. If these carloads of grown gold were made up into one train it would be 200 miles long. Each car contains 384 boxes, making a total of 10,368,000 for the year, or about 1,555,200,000 oranges, that would reach 62,000 miles if placed in a row. About 100,000 acres are planted to citrus fruits in the region over which Los Angeles holds commercial sway, representing an investment of some \$50,000,000. The annual gross average value of the California orange crop is \$22,950,000, on a basis of \$50 per acre.

Los Angeles is fast becoming a manufacturing city. The development of abundant petroleum in the city and in the adjacent sections of the state has furnished cheap fuel. Oil is pumped within the city limits at a cost equivalent to about \$2.50 per ton for coal. Vast electric power has been developed from the streams in the mountains and is brought to the city from two sources, one eighty-five miles and the other 200 miles distant. The mildness of the climate, too, is favorable to manufacturers, making the construction of expensive factories unnecessary and obviating the expense of heating them artificially.

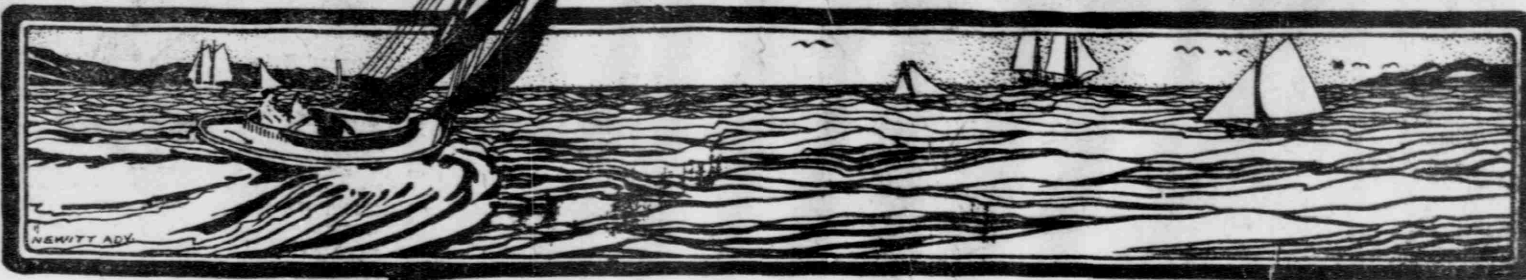
Some Manufacturing Statistics.

There are 1,550 manufacturing establishments in the city, employing 12,000 workmen. The estimated value of products manufactured in Los Angeles in 1904 is \$42,000,000. The total combined valuation of manufactured products and products of the soil in the territory surrounding Los Angeles for the past year is placed at \$103,000,000. No comment is necessary on this showing.

It is a remarkable fact that, according to a statement published in the Los Angeles Times several years ago, less than 10 per cent of the voters of Los Angeles county, even at that date, were natives of Cali-

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Huntington Beach



THE MOST PROGRESSIVE BEACH TOWN ON THE SOUTH PACIFIC COAST.

One of the Most Delightful Spots in Beautiful Southern California.

Substantial Modern Improvements

This enterprising town is only 32 miles from the heart of Los Angeles—a 60 minute ride via electric cars. It abounds in high class improvements, viz: broad graded and oiled avenues, cement walks and curbs, attractive residences, fine business buildings, pleasure pier, bath house, ocean pavilion, etc. A reliable water system supplies an abundance of purest water, which is piped to every lot. A beautiful park system will soon be established.

Home of the Methodist Conference

The Methodists of California, after careful consideration, selected Huntington Beach as the most desirable place for the headquarters of the Conference. Ten acres have been secured in the center of the town. A large tabernacle and several club houses will be erected. A new subdivision recently placed on sale, has several blocks which are reserved for the residences of ministers and their congregations. The Conference and G. A. R. Encampment (the latter to be held in September) will attract thousands to this town.

LOTS \$200 and Up.

One-Third Cash, Balance in 6 and 12 Months.

Hundreds of Lots Sold Each Month.

\$200,000 Water System to Be Established.

Sales in a Month Aggregate \$135,000.

See Huntington Beach Before You Invest

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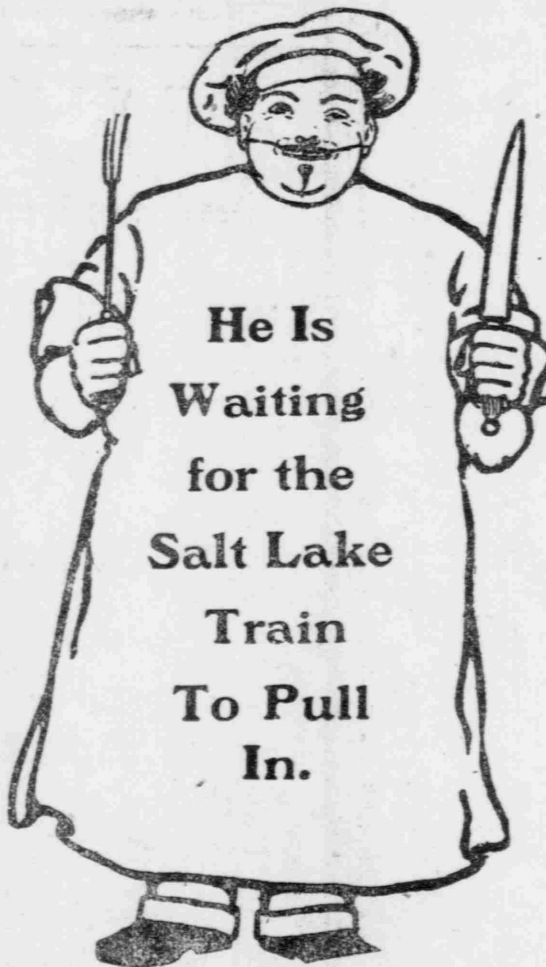
Huntington Beach Co. 332 Byrne Bldg., Los Angeles, Cal.

Natural Advantages and Resources

Huntington Beach is in the heart of one of the richest agricultural districts in the southwest. It immediately adjoins the greatest celery farms of the world, and is destined to become a great shipping center. It will enjoy the double advantage of being an industrial center and a beautiful ocean resort. The bathing, boating and fishing privileges are unsurpassed.

Ocean Frontage in Demand

Choice beach property is "the thing" in Southern California—always cool in summer and pleasantly warm in winter. The beach population along the Southern Coast has increased 50,000 in the past year. There is a limit to ocean frontage and it's now in plain sight. Huntington Beach is the most attractive proposition from the standpoint of the prudent homeowner and judicious investor, that is offered in Southern California today.



When You Get to Los Angeles Make a Bee Line for The Bristol.

You'll be Hungry for they Don't Serve Breakfast on the Dining Car.

A SPECIALTY MADE OF BANQUETS, AFTER THEATRE AND WEDDING PARTIES. PRIVATE ROOMS.

The most elaborately furnished eating place in all of California. Everything that the best markets afford is served here in the best possible manner being prepared by the most excellent cooks, and eaten while listening to the latest popular music by the famous Barth Ladies' Orchestra.

CAFE BRISTOL,

Occupying the Entire Basement of the

H. W. Hellman Bldg., Corner 4th and Spring.